"COMMERCE & INDUSTRIES"

(LARGEST CIRCULATION IN INDIA.)

Vol. V. No. 6.	Madras, March 16th ,1922	Price As. 6. Telephone No. 831.

We hold comprehensive stocks of Motor Accessories such as Accumulators, Ball-Bearings, Body Fittings, Bolts and Nuts, Box Spanners, Carburetters on parts, Castings, Chains, Ford Parts, Hood Cloth, Horns, Hose Pipes and Clips, Jocks, Lamps, Leather Revivers, Lubricants, Phosphor Bronze.

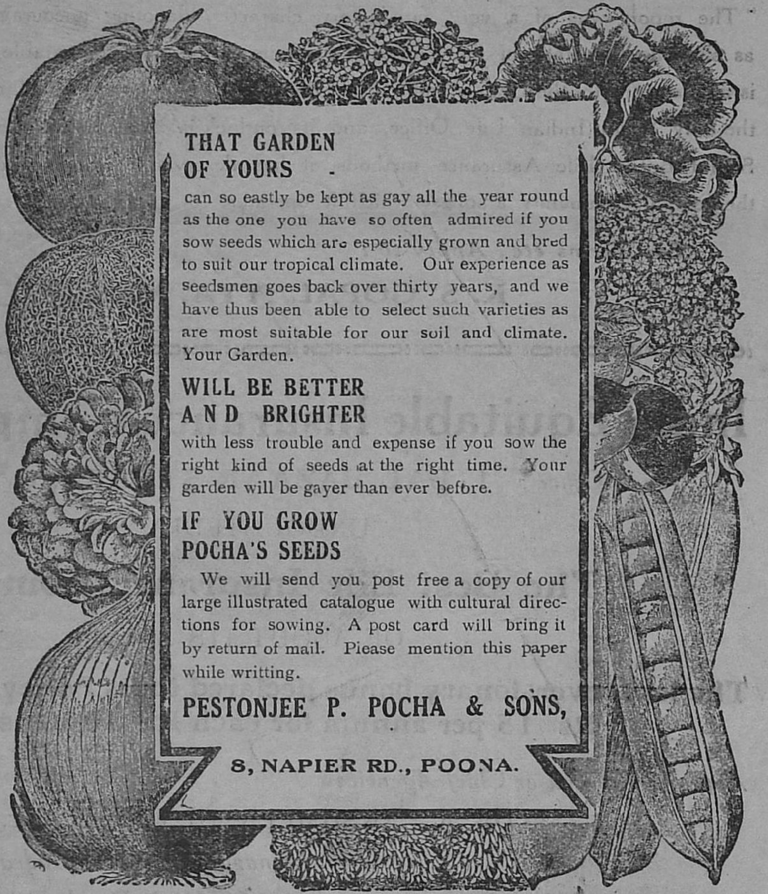
RANE LIMITED, Proprietors of

EMPIRE AUTOMOBILES

New Queen's Road, BOMBAY

Telegrams :—Autoworks Telephone :—No. 2475

Press Buttons, Radiators, Raybestos Lining, Screw Drivers, Shock Absorbers, Spare parts, Sparking Plugs of every well-known make, Speedometers, Steel Balls, Stepneyed Wheels, Switches, Tools, Turn Buttons, Tyres, Voltany, Ampere Meters, Vulcanizers with their Tools and Materials, etc., etc.



Commerce & Industries.

"Commerce & Industries" is the only Fortnightly Review of its kind in India conducted by Indians. It discusses from an Indian point of view all questions affecting the welfare and material progress of the Indian nation. It is an organ of the Bureau of Commerce and Industries. It contains special articles from well-known contributors. Its circulation extends throughout the South India and other parts of India including Indian States and abroad. It commands a wide circulation among officials and non-officials, students, clubs and reading rooms, zamindars and businessmen. It is therefore an excellent medium of advertisement.

The Bureau.

The Bureau of Commerce Industries, was established in 1919. Any subscriber to this Review will have the services of the Bureau at his disposal. Trade enquiries will be published. Information regarding the purchase and sale of India goods, markets for foreign goods, export and import business and other matters of commercial and industrial interest will be furnished.

In short, the chief aim is to make India self supporting, to develop the resources of India and to utilige the raw materials to promote the best interests of India.

SUBSCRIPTION RATES.
(POSTAGE INCLUDED).

	Single copy	6 months	1 year
India, Burma Ceylon	As. 6.	Rs. 4.	Rs. 8.
Other Countries	As. 8.	Rs. 5.	Rs. 10.

V. P. P. System has been abolished. Subscriptions are strictly payable **in advance**. No orders by V. P. P. are executed.

ADVERTISEMENT RATES.
(Single Insertion,)

	Full Page	½ Page	¼ Page	Full Column	½ Column	¼ Column
	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
Front or Back Page	100	60	35	40	25	15
Any other Page	75	40	25	30	20	12

Further details can be had on application to our Local Representative or to the Head Office : No. 307, Lingi Chetty St., Madras, India.

INDIAN COMMERCIAL MUSEUM

307, Linghi Chetty Street, MADRAS.

SAMPLES and CATALOGUES received from manufacturers. Details can be had on APPLICATION.

Short Advertisements in "COMMERCE AND INDUSTRIES"

Special offer to small Advertisers for the Year 1922-23 to enable them to advertise at the lowest rates ever offered. Only a limited space is reserved for them. For Contract Rates, apply at once to

THE ADVT. MANAGER

"Commerce and Industries,"

307, Linghi Chetty Street, MADRAS.

Printed by D. Sundara Varadan at Everymans Press No. 1, McLean St., Madras and Published by Mr. G. Narasimham, F.A.A., F.R.S.A, at No. 307, Linghi Chetty St., Madras, E.

Registered No. M. 1411.

"COMMERCE & INDUSTRIES"

FORTNIGHTLY REVIEW

Vol. V. No. 6. | Madras, March 16th, 1922 | Price As 6. Telephone No. 831.

THE VALUE OF LIME IN AGRICULTURE.

If ever there was a valuable Toil stimulant it is Lime; in fact the use of it is the basis of good farming. Agriculturists all over the world have realised its far-reaching importance, whilst it has been proved by practical experience in all countries that lime is an essential and dominant factor in soil improvement and crop production. It exerts first and foremost a mechanical action on the soil. Heavy clay soils which contain an excessive amount of silt and thereby exhibit a tendency to puddle are aerated, disintegrated and opened up. On light soils lime acts as a binding agent, and at the same time enhances the chances of capillary attraction. In short the hitherto sandy soil becomes like a sponge. The true value of lime rests on one solid fact—namely that it is an "active base", and its most important function is to neutralize any other acids with which it may come in contact. These acids are formed in the soil in a variety of ways. Sometimes their presence is due to the decay of many of the stems, roots, and other plant residues of crops previously ploughed in. At other times the introduction of such manures as superphosphate and sulphate of ammonia, too results in the formation of acids. Lime also plays another important part. It renders three principle ingredients of the soil, viz. nitrogen, potash and phosphates, available for plant nutrition, thus acting as a kind of storehouse for the food materials which are necessary to a plant.

The economical improvements which can be effected by the application of lime are of such importance that every cultivator of the soil should always endeavour to ascertain whether his soil is in need of lime. To obtain this information the following points may be noted. By a careful examination of the plants and seeds much may be learnt. Peaty soils are the most deficient in lime; whilst in light soils the accumulation of humus and the lack of leguminous plants are sure indications of a deficiency. A simple test is to introduce litmus paper to a strong solution of the soil. If it is acid, the blue litmus will be changed to pink, and if alkaline pink litmus becomes blue. Another useful test is to add a little hydrocholoric acid to the soil, when the presence of lime will cause effervescence. The most accurate estimation however is obtained by chemical analysis of the soil. The type of lime to use and the method of application are the next important points to be considered. The cheapest and most economical is ground carbonate of lime as it is effective in neutralizing the acidity, and it is also specially recommended to be used on peaty soils, sour pastures, sandy soils, and on soils rich in humus. Slaked lime exercises a chemical and mechanical action and provides a base for the growth of beneficial soil organisms. There are so many forms of lime on the market that the greatest care should be exercised in their selection. The most important points the cultivator should pay attention to are that he gets the right form, and also that the stone from which it is made is suitable for agricultural purposes. The fat limes from white chalk or mountain limestone are always preferable to the thin grey limes, because fat limes have the property of being able to slake better. Magnesium limestones should be avoided because they contain a percentage of magnesia which may prove harmful to the plant. Whatever kind of lime however is decided on, in order that its action may be effective, it should be in a fine state of sub-division as it is only then that it can be distributed evenly all throughout the soil. Care should also be taken not to allow the lime to become wet. The quantity of lime which is necessary depends on the deficiency. Any soil which contains less than 0·3 per cent of lime is bound to benefit by a dressing of lime; while a soil which contains less than 0·2 will not grow full crops without it. It is a mistake to apply large quantities of lime, because good results are obtained from even dressings. "Ten hundred weight of ground lime spread with a measure distributor and well harrowed into the soil, exercises practically the same effect as two tons of ordinary burnt lime spread on the surface and ploughed in."

As regards the objects of liming, lime may be applied to lighten and open stiff clay soils, to sweeten sour soils, to ameliorate sandy soils, to supply more lime to crops which require it in a larger proportion than is usually present in the soil, and lastly to promote a base for the growth of soil organisms. Owing to its power of liberating potash and phosphoric acid lime increases the fertility of the soil. Although lime does not contain the food materials necessary for the plant it renders available those which are already in the soil and enables the plants to feed on them. It also rectifies the mechanical deficiencies of a soil. In order to attain the objects it is essential that the land to which lime is applied should be well drained,—in fact "it is only on a deep staple of dry earth that the lime reaches its maximum effect or continues to exercise a permanent influence." The uses of lime are thus manifold, and the benefits to be derived from its application great, hence the axion that a lime country is a rich country.

Annesley de Silva.

PORTS FOR MADRAS.

Harbour and Ship Canal Projects.

The share of the ports of the Madras Presidency in the overseas trade of India is altogether incommensurate both with the historic precedence of her contact with European markerts by the Cape route and with the possession of more than half the total coast line of peninsular India. The deficiency is due not to lack of enterprise so much as to natural causes. Though the Presidency is washed by the sea for 1,700 miles, there is not a single natural harbour capable of accommodating ocean-going vessels in the whole of this long line of shore. The Presidency city possesses an artifical harbour formed by running out masonry groins into the sea, but in comparison with the four other great ports of British India it is subject to the serious disability of exposure to the full force of the south-west monsoon. The other ports are merely open roadsteads, in which ships lie at anchor and discharge their cargo into light boats capable of crossing the never-ceasing surf.

Persistent attempts are being made to remedy by engineering skill the natural defects of the Madras coast-line at suitable centres. Already this year two important projects with this end in view have been before the public in India. One relates to Tuticorin, in the Gulf of Manar between India and the north-west Ceylon coast, and the other to Vizagapatam, the headquarters of one of the northernmost districts of the Presidency in the Bay of Bengal.

The Tuticorin Committee.

Recently the Madras Government appointed a committee to consider and report on the general design of the proposed extended harbour for Tuticorin and town. The committee was directed to pay particular regard to (1) the position and extent of the areas required for Port Trust purposes, railway terminus and sidings, business premises, offices, shops and public buildings, factories and industrial buildings; (2) the construction of the long projected Rameswaram Canal, its place in the general scheme, its administration and possible revenue; and (3) the equipment of the new port with a proteted water supply, and a drainage and lighting scheme.

At the first meeting of the comittee it was decided to advise that the town and port, the public offices and factories should not be shifted from their present sites. The majority of the committee were quite against the idea of constructing new bnildings on the low-lying marshy area lying between what is known as the Devil's Pass and the mainland, and the proposal adopted is for the construction of an approach canal and a mooring basin just to the north of it, inside Hare Island, at an appoximate cost of Rs. I crore (the equivalent of £ 1,000,000 sterling at the standard rate), and the reclamation and construction of new jetties, &c., with all the accessories of a harbour at a cost of Rs. 16 lakhs, Detailed recommendations are made for improvements in the communications by road and rail between Tuticorin and the interior. The construction of a Railway line to link up Tinnevelly with Nagercoil, connecting with the proposed new line from the latter place to Trivandrum, is asked for in order to bring Tuticorin into communication with the southern parts of Travancore. The doubling of the South Indian Railway line from Tuticorin to Madras is also urged as of great importance for the development of the south of the Presidency.

The Rameshwaram Canal.

The reference in the report to the project for a deep-water canal through the island of Pamban or Rameshwaram, which is some 100 miles from Tuticorin, revives discussion of a proposal which is at least half a century old. The island, which is about 11 miles long by six wide, lies between the mainland of the Madura district on the west and Ceylon on the east, and is linked with the former by the Pamban Viaduct, over which runs the railway which extends to the famous reef of Adam's Bridge, now linked to the Manar island of Ceylon by a ferry service. The underlying idea of the scheme is to give large vessels from European ports access to the Bay of Bengal without the long journey round Ceylon. The importance of Tuticorin would be greatly enhanced of course by being placed on a through route from Calcutta and Burma to Europe. At present some 300 vessels put in at Colombo yearly en route for the Bay of Bengal, and there is the same number of calls on the return journey.

A representative of shipping interests pointed out to the committee that a portion only of the Calcutta and Burma traffic would be likely to use the canal, and this would be conditional on the dues being kept down to a figure below the cost of steaming around Ceylon. It is calculated that the saving in distance will be 330 miles and that there will be the further advantage of avoiding a very rough journey round Ceylon in monsoon weather, with all its attendant expenses due to increased wear on all parts of the ship. The old objection that the canal would be exposed for the greater part of the year, first to the south-west monsoon and later to the north-east monsoon, is not considered so serious now, in the light of modern engineering advance.

The broad conclusion reached by the committee is that the canal project would be a desirable part of the Tuticorin development, provided that the ports of Tuticorin, Pamban, and Mandapam are grouped and administered by a joint body to be called the Tuticorin Port Trust and that the canal be placed under the control of the whole body. It was agreed that a conservative estimate would give 450 vessels annually passing through the canal with an average registered tonnage of 3,000.

Vizagapatam Harbour,

The harbour proposed for Vizagapatam in the Northern Circars, far up the eastern coast of India, is also a scheme of mellow age, for it has been before the Government and mercantile public of India in various forms for over 40 years. But it recently took practical form and plans are ready. Last month Sir Trevredyn Wynne, managing directer of the Bengal-Nagpur Railway, Sir George Godfrey, the agent of the railway, and Colonel Cartwright Reid, engineer-in-chief of the project, but before the Government of Madras proposals for the formation of a subsidiary company connected with the B. N. Railway to raise the capital required for building the harbour. Obviously the capital cannot be raised by the railway company itself if, as is highly probable, the Indian Government and Legislature concur in the conclusions of the recent committee of the Legislature that the Rs. 30 crores of capital it is proposed to raise annually for the next five years within the railway programme should be spent entirely upon the rehabilitation and improvement of existing lines and not on new projects. It was decided some time ago that the construction of the harbour should be undertaken by the Bengal-Nagpur Railway, and the question of permission by the Government of India to raise the capital by means of a subsidiary company dominates the issue.

A large area of land has been acquired for the harbour. One of the first operations will be the reclamation by means of dredging of a large area of swamp land on which it is intended to provide sites for warehouses ship repairing, docks, mercantile offices, &c. The sites for buildings of this description and for bulk oil depots, coal and manganese depots, have all been laid down. It is claimed that all the natural physical characteristics of Vizagapatam lend themselves very readily to the laying out of a complete and up-to-date harbour, equipped with the most modern of necessary appliances. It promises to be one of the safest harbours on the east coast, landlocked as it is practically on all sides, with the exception of the opening into the sea near Dolphin's Nose. The cost of the project is estimated at about Rs. 250 lakhs, but the plans are so designed as to be capable of extension as trade develops and financial resources improve, so that wharfage will be added to from time to time according to the needs of the day.

The scheme is being subjected to criticism from the standpoint of business interests centred in the port of Madras. The objectors argue that the broad gauge railway along the east coast is quite equal to carrying all the traffic which the Bengal-Nagpur Railway can interchange with it at Waltair. The east coast line has for years past successfully competed with coasting vessels, but has still to obtain the volume of traffic for which it was constructed at great cost to the State. The objectors ask that the local Government should remember the Madras harbour has cost many lakhs of rupees, that it has never given adequate return on this capital, that shippers have now every facility at Madras, and that it has to be shown that the new port would substantially increase foreign trade.

The question of principle was, however, settled more than two years ago, when the Government of India decided to establish railway ports at Vizagapatam, under the charge of the Bengal-Nagpur Railway, and at Chittagong, where the port is associated with the Assam-Bengal Railway. It may be recalled that in his lecture to the Royal Society of Arts on Indian ports in April, 1920, Sir George Buchanan expressed the belief that a great percentage of Calcutta's trade would go to Vizagapatam if the Railway company succeeded in making a port there. He said that by charging specially low port dues and debiting the deficit to the railway revenues, a railway port could compete unfairly with the port trusts which are limited by their Acts to the provision of port accommodation. This objection will be largely met if construction and management are in the hands of a subsidiary but distinct company. (*Times Trade Supplement.*)

SOUTHERN INDIA CHAMBER OF COMMERCE

Protest against military Expenditure,

The following telegram was despatched on Saturday the 4th instant, by Sir M.Ct. Muthia Chetti, Vice-President of the Southern India Chamber of Commerce, on behalf of the Chamber, to the Secretary to the Government of India, Firance Department, Delhi.

The Southern India Chamber of Commerce, Madras, has received Indian Financial Statement with gravest apprehension and alarm. Chamber deplores for fifth year in succession country is face to face with huge deficit. While revenues have been steadily shrinking expenditure keeps mounting in inverse ratio. Chamber enters its most emphatic protest against any further continuance of unconscionable charges on Indian defence. While British Premier claims for Washing Disarmament Conference one of greatest achievements for peace ever registered in world's history and while in consequence drastic, heavy and serious cuts are being effected in Imperial defence and while again peace of the Pacific is claimed to have been definitely settled not to mention the honourable Afghan peace recently concluded it seems preposterous that the mighty Indian military machine should remain absolutely unaffected by these great world happenings and continue to devour good fifty per cent of Indian revenues blocking all material and moral progress, swelling general discontent and unrest almost to bursting point. A needlessly bloated army is itself a menace to peace. Chamber, therefore, urges first and foremost drastic cutting down of our military expenditure by sweeping reduction of forces, by large schemes of Indianisation of army and bold and rapid development of national militia. Chamber further urges that as country is groaning under top heavy civil adminstration every conceivable retrenchment under this head should immediately be undertaken. The axe should be laid heavy on both the military and civil expenditure before further taxation proposals are put forward. Chamber deplores that under present extraordinary economic distress and acute trade and industrial depression, sweeping proposals for new taxation should have been made. Chamber unhesitatingly remonstrates against the proposed enhancement of the Salt duty, the increase in railway passenger fares, dearer kerosine, sugar, and matches, and above all dearer wearing cloth as certain to grind the unhappy millions and drive them to despair. A blow to the indigenous cotton industry will surely result from the increased excise duty of cotton goods coupled with the enhanced duty on machinery. The abolition of the pice post card should prove calamitous to the people generally. In view of proposals for heavy provincial taxation to meet huge Provincial deficits and an oppressive Provincial levy from this Presidency and in view of the woful general conditions we would urge Central Government to desist from a policy of bleeding country white to feed the army and services at the sacrifice of much that conduces for the welfare of this country and its people. In regard to foreign exchange which has been the main cause of the woes of our foreign trade, we would ask for a frank disavowal in express

terms of the interference on the part of the State, with our foreign exchange operations in future. With our foreign exchange left to find its own level and the adoption of a gold standard instead of a gold Exchange Standard, we should ask for the transfer of the gold standard Reserve to this country.

INDIAN TIMBERS.

Development of Trade With Britain.

The widening range of the trade in Indian timbers in this country and, its remarkable possibilities were brought to notice at the last meeting of the Indian section of the Royal Society of Arts. A paper on the timbers of India and Burma had been prepared by Mr. Alexander L. Howard, head of the firm which was appointed some two years ago timber agents for the United Kingdom and Europe for the Government of India.

An Important point made by Mr. Howard was that in many timber-producing countries, particularly in the Tropics, the timbers which are most esteemed by local inhabitants often prove to be the least valuable for export, while timbers which are of little use in the country of their origin are frequently of great importance in parts of the world with different climatic conditions. Thus the *deodar* and the *sal*, which are the principal timbers of Northern and Central India, would be unlikely to be successful in British and European markets, while woods such as Indian white mahogany, laurel wood, *gurjun*, white *bombwe*, silver greywood, and white *chuglam*, all of which are likely to prove of very considerable value in home markets, are in small demand in India. The consequence is that the majority of Indian timbers likely to be appreciated by consumers in Europe, in default of any large local demand, are obtainable at a price far below their intrinsic value, and so the f. o. p. price for these timbers is during the currency of present low freights at all events, very advantageous to the buyer.

When Mr. Howard was in India last cold weather he laid the foundations of a scheme which has led to some five or six ships being employed in the direct shipment of timber to this country from Indian and Burmese ports and from the Andaman Islands. The first ship to be so utilized, the s. s. Rhodesia, brought to the West India Docks in August last a full cargo from the Government of Burma of fine teak logs of large size, whereas hitherto the import has been in the form of sawn squares. Experience has confirmed Mr. Howard in the conviction that the import of round logs, instead of sawn squares, will be beneficial both for the producer and the consumer.

The conservation of the timber markets is strong, and there is justification for Mr. Howard's remonstrance against the habit of belittling the value both of home and Empire grown timber, with the result that foreign woods have been exploited to the detriment of our own. The custom has been economically unsound, since it has tended to force the price of the timber to a point beyond its natural value. Mr. Howard commended the action of the Bank of England in deciding, notwithstanding considerable opposition from various quarters, to have the whole of the decorative woodwork in its new buildings in Finsbury-circus made of Indian timbers. He gave a list of various firms and institutions which are following this example, including Barclays Bank; the Clan Line steamships; the L.C.C., for the County Hall now approaching completion; the Great Eastern Railway Company, for Pullman car fittings and the floorings of its showrooms; Messrs. Burroughes and Watts, for billiard tables in *padauk*; and Messrs. Cramer and Co., for pianofortes in white mahogany. Sir William Meyer, the High Commissioner for India, who was in the chair, announced his intention to have the public rooms at his office in Grosvenor-gardens panelled and furnished in Indian timber, each room being representative of the varions Indian woods.

Need for Government Action.

Mr. Howard had the support of Sir George Hart, late Inspector-General of Forests in India, in the view that it is only by actual Government initiation and exploitation that the lesser known timbers can be brought into common use. Mr. Howard said that the whole problem suggested itself as too complicated and hazardous an enterprise for any private or public corporate trading concern to undertake, until it has been established by the Government on a firm and substantial basis. Even in regard to the old-established teak trade Sir George Hart suggested that the terms on which rights of exploitation were secured by private enterprise had often been unduly favourable and had not sufficiently recognized the interests of the taxpayer.

Sir William Meyer said that while the policy of Government agency or close Government control of exploitation and development had been a demonstrable success, when it came to the disposal of the products, especially in distant countries, private enterprise could be advantageously utilized. No direct Government agency could have found the markets which had been secured by the efforts, based on experience, of Mr. Howard's firm. There is every reason to accept Sir William Meyer's opinion that as time goes on and the virtues of Indian timbers hitherto almost unknown to our markets become more fully reognized there will be rapid development of the trade.—(*Times Trade Supplement*).

INDIAN UNREST AND SECURITIES.

THAT holders of Indian securities of every description are disturbed by the reports of "trouble" in the Dependency is evident from the decline in values. As a matter of fact the fall is due more to sentiment than to selling; in short, the individual who has, with his eyes open, and often with a first-hand knowledge of the country, taken a stake in India is less perturbed than the floating mass of public opinion. We conceive that there is only one attitude towards Indian problems that is more to be condemned and avoided than that of the perambulating "gobemouches" of the "Pagett, M. P." type who discover India, or a fragment of it, and are surprised and pained because it is not as calm and lifeless as a page of statistics. Less intelligible and less tolerable is the attitude that unduly minimises those movements in a vast and densely populated country which the other class unduly magnifies.

That there is unrest in India cannot be gainsaid. The whole world is rather in that state, and even those who most completely understand the why and the wherefore, the causes and origins of their discontents are disinclined to take them with tepid resignation. Speaking broadly the mass of the Indian populations is normally steeped in resignation to a lot which is never easy. We speak of populations, because the Indian peoples as a whole are not only not articulate, but they are not articulated. To imagine the whole of India seething with sedition is to picture millions casting off an inertia that is both physical and intellectual, loosening local attachments and bonds that go deeper than locality. The very vastness of India, which with racial and religious particularism makes a universal conflagration improbable, provides ample room and verge enough for "trouble" on a scale to test the courage and capacity of the Government, both central and local.

Many years ago Sir Stafford Northcote, to call him by the more familiar name, declared that we held India by "the divine right of good government." Ideas of Indian policy have changed a great deal since then, but the change has been all in the direction of demonstrating with growing clearness that we govern India in the interest of the country and its peoples and not our own. For the spread of education and the dissemination of what may for convenience be called liberal ideas we are responsible, and it is not a responsibility to be ashamed of. Men of indigenous birth have attained the most dignified posts in the Administration. The infiltration of the native element has been gradual, but it has been steadily progressive. Political and social reforms have been introduced with a rapidity which has been disconcerting even to fairly advanced and fully sympathetic opinion at home. Has all this been thrown away? Has British government in India weakened itself by rooting itself more deeply in the soil and drawing more of its sustenance therefrom?

We do not find that men who are actively and closely associated with India in the sphere of industrial and commercial enterprise show apprehension that a cataclysm is approching. There is among them no unanimity of view as to whether or not the Government of India has allowed too much latitude to seditious expressions and demonstrations. Such latitude is on the whole a sign of confidence and courage; a few timely reminders and interventions have indicated that the confidence is not blind nor the courage entirely that of non-interference. Passive resistance in the form of boycotting and 'civil disobedience' is more difficult to handle than more active forms of sedition, but it requires constant feeding if it is not to die down. It is not the sort of movement that spreads like a fire; it does not respond to any sentiment that is smouldering throughout the breadth of India. If there were the slightest inclination that the movement is universal and spontaneous, alarm would be jnstified. When Parliament reopens we hope the Government will be interrogated on the Indian situation in a tone which will evoke candour without putting the Government on that plane of the defensive which often leads to the substitution of exculpation for explanation. (*Financial Times*).

"COMMERCE & INDUSTRIES"

MADRAS, 16th MARCH, 1922

CONTENTS

	PAGE
The Value of Lime in Agriculture ...	41
Ports for Madras	41
Southern India Chamber of Commerce ...	42
Indian Timbers	43
Indian Unrest and Securities	43
Protection of Industry	44
Need for Indian Cooks	44
Consular service	44
Indian Budget	45
U. P. Budget	46
Salesmanship	46

PROTECTION OF INDUSTRY

Wanted Increased Production.

THE new Indian import duties on cotton goods have caused considerable indignation among the Lancashire traders. At a full meeting of the Committee of the India section of the Manchester Chamber of Commerce held on the 3rd instant, a resolution was passed saying that the import duties are an additional burden on the poorest section of the people of India, besides increasing the present depression in the Lancashire Cotton Industry. The Resolution also appreciates that the increase in import duties is accompanied by an increase in the excise duty on Indian manufactures. It is hard to imagine how the Chamber could feel for the lot of the poorest class of Indians who are equally hit by the excise duty on Indian cloth for which appreciation is shown. Evidently Lancashire Industry wants to take care of itself and cannot at the same time tolerate Indian textile progress. The fact is the Indian Government is faced with a huge deficit of Rs. 34 crores necessitating the great increase in the import duties which has handicapped Lancashire's export trade with India. Similarly, India's export trade suffers owing to export duties on the produce she wishes to sell to foreign countries viz: hides, jute, tea, rice etc. The truth is Lancashire cottons always compete with Indian fabrics. After centuries of foreign exploitation, India has come to realise that her economic salvation lies in fostering her own industries. The imposition of export duties makes raw materials cheap while the import duties make the imported manufactured goods dear, so that industries yielding good profits can be brought into existence. It is an established fact that no country can make economic progress without a high wall of protective tariffs. All the countries of the world are protectionist and England is already so. Why should, India the poorest country in the world, be an unhappy exception to the rule? Now that protection is acknowledged to be an effective force for industrial stability, Indian manufactures should be entirely free from excise duty and cotton, raw wool, silk, rubber, skins and oil seeds should be made subject to adequate export duties. Great alarm is alreay expressed that the Fiscal Commission which has been sitting in India for over 3 months has developed into a complete pretectionist propaganda. The *Times Trade Suppliment* says that the majority of the members are strongly protectionst in opinion and referes to the absence of Prof. J. M Keynes an English Economist and concludes that "In the absence of an economist of European reputation the report will be the work of of men with no special economic qualifications and may suffer from one-sidedness and want of breadth of view." Has India failed to produce a single economist worth the name? India has been dearly paying for military protection all these years and cannot any more subordinate her commercial and manufacturing interests to those of Lancashire. The only solution lies in increased production of cotton fabrics by mill power or by hand spinning and hand loom weaving which is capable of being organised as a defence against famines.

NEED FOR INDIAN COOKS.

Opportunities for Bright Boys.

IN these days of over-crowded trades and underpaid professions, one of the heaviest problems engaging the attention of the parents is "what to do with our boys." Times there were in this country when young men were attracted to Schools and Colleges and win degrees in Arts which would merely enable them to earn a bare living as clerks and teachers. As competition increased for jobs in the Government and business offices, racial, caste, sectarian and communal, and what not, prejudices became predominent with the result that an average graduate in arts with no technical qualifications or influential back up has found it impossible to get an ordinary clerk's post for a bare subsistance. The want of fecilities in this country to impart technical training to the youth of the land, the increasing depression in trade and industry resulting in losses in business and huge deficits in the Government Budgets with the consequent retrenchment and reduction of hundreds of longstanding employees have all made the choice of a career by an Indian youth more difficult if not impossible. Necessity is the mother of invention. The ever-increasing economic burden on the shoulders of the people naturally diverts them from the ranks of quill driving subordinates into useful and independent occupation of national importance. There is yet one occupation that is not over-crowded and one which offers infinite scope for the Indian youth with brains and artistic susceptibilities and that occupation is a cook. Cooking is one of the most ancient arts especially in this country of Nalas and Rishi's Ashramams whose hospitality has survived the hard test and strain of many a century. It is an occupation that has been known ever since man first learned to light a fire. Good cooks are in great demand all the world over to-day, in hotels, resturants and ships.

One of the greatest defects of the modern civilisation is an undue encroachment upon the simplicity and economy of the domestic life. The woman who is by nature entrusted with the management of the household has become physically degenerated, unfit to bear the burden of responsibility single-handed and devoid of all opportunities for training in the fine art of cooking. The situation may even be said to have reached its climax in view of the fact that the Government in their great anxiety to save the Indian women are organising maternity and child welfare associations. The establishment of special maternity Hospitals and nursing homes controlled by lady doctors and nurses imported from foreign countries is engaging their attention. There is no doubt a vast field open to individual effort and orgnisation to improve the lot of women by organising institutions to fecilities for training in the art of cooking and domestic management, thereby paving a way for the economic uplift of this vast country. Too much cannot be expected of any Government.

It is indeed interesting to know what is going on in other countries. For instauce in France and Switzerland, there are institutions where a system of training has been adopted whereby those desirous of taking up the art of cooking can learn not merely the elementary rudiments but much of the science of food and cookery. As a result of the practical knowledge and training, these men emigrate to England and America where their expert services are considerably appreciated and rewarded. Many years ago, the Liverpool Education committee organised a school for training male cooks and now the scope of the school has been extended to meet the present-day requirements. In this school, it is possible for young men to receive a course of training in cooking extending over a period of twelve months or if desired for six months and over 200 students pass through the School every year.

In India, we want to-day technical Schools and Special Schools in the various branches of technology for the purpose of training experts.

We want enterprising Indians to come forward to establish training Schools for cooking, each school to train a number of men and boys continuously in the various branches of the catering profession. We trust that Indians in these days of business enterprise will soon realise the advantages of the Science of cookery both in the interests of the people themselves and the nation at large.

CONSULAR SERVICE.

A correspondent writes to the *Glasgow Herald*:—

IT might be thought that there was no such person as a woman consul in the world, yet I have just heard of a woman who has been officially filling that post since April last in Yokohama.

To Armenia belongs the distinction of having appointed Mrs Agapeg Apcar in this capacity, on the special recommendation of the Armenian President.

It is a significant fact that about the date of the appointment in April last the ban on British women as diplomats by Order in Council was issued, thus, while our own women were deprived of their ambitions in this direction, the field was opened to women of the Near East.

Entering by the Back Door

Although the front door of the Diplomatic Service and also the Consular Service is fast closed in this country, there is a back door ajar by means of secretarial work, shorthand, and typewriting—the open sesame to whatsoever she will. If any woman feels that she has a bent for representing her country in a far-off land, her best way is to qualify herself by every means in her power, that when at last the door opens to this rather difficult task she may be ready to step through it.

She should train in secretarial work, learn as many languages as possible, and certainly one or two inside out. Then, as a fully trained secretary, she should take any post she can get for a year or two, just to gain experience, and afterwards concentrate on obtaining a post as private

secretary to a diplomat or a consul. It would need some private means to waft until a post of this kind was available, as the girl who has nothing but her earning cannot afford to pick and choose.

In the Diplomatic World

Almost any secretarial post in the Diplomatic and Consular world will—if she keeps her eyes and ears open—give her practical experience, and to her spare time she must study history and keep abreast of international affairs and foreign politics. This will cost practically nothing, for it can all be done by systematic study of the daily newspapers. The whole world is open to her. She must know how even the most remote islet of a far-off Pacific is governed, for it is one of the ironic laws of the work that the British representative is often sent to the parts of the world he knows least about and whose language he cannot speak.

A British Pioneer

Miss Gertrude Bell, so far, is the British pioneer. As Assistant Political Officer of the British Government at Bagdad she has had exciting adventures in Syria, Asia Minor, and Arabia, and is the only woman writer of a Government's White Paper.

America made the next appointment, when President Harding sent Miss Lucille Atcherson to Paris last spring as Secretary or Attache to the American Embassy. France, backward as she is about woman's opportunities, has sent Mlle. Adrienne Vollond to the Argentine this autumn, fully accredited to represent France on all matters relating to aviation at the French Legation in Buenos Aires.

INDIAN BUDGET.

Proposal for Meeting Deficit in 1922-23 Budget.

The Budget Statement of the Government of India was presented in the Indian Legislative Assembly early this month by the Finance member, Sir W. M. Hailey, K. C. S. I., C. I. E. The chief features of his speech were as follow:—

The Finance member began by regretting having again to place before the Assembly a situation of great financial difficulty, but he had no doubt that the House would again prove equal to its responsibilities. He explained that the difficulties were due to extraordinary trade depression, with consequent fall in exchange, combined with reduced return from commercial services and higher running expenditure on maintenance. No one could guess beforehand the abysmal depths of trade depression, due to variety of causes internal and external, the effects of poor 1920 monsoon leading to heavy wheat imports, labour troubles at collieries entailing expensive purchases of foreign coal, economic and political conditions producing complete stagnation in ordinary trade, or the prevailing depression in Russia and Central Europe curtailing India's outlets for exports. All these combined to produce a most unfortunate result on the balance of trade, which for the ten months ended January was Rs. 33 crores against India.

Deficit of 34 Crores.

Revenue and Expenditure, 1921-22—The anticipated small surplus of 71 lakhs had thus turnnd into a large deficit of 34 crores; revenue was worse by 20 crores 33 lakhs, and expenditure more by 14 crores 25 lakhs. Chief items of deficit of revenue were: Customs. 4 crores 25 lakhs; income-tax and salt, 90 lakhs each; opium, 70 lakhs; posts and telegraphs, 1 crore and 50 lakhs. Overshadowing all was a reduction of 13 crores in net railway receipts, due partly to fall in traffic receipts from 87 crores to 83 crores, but mainly to high prices and purchase of foreign coal. Important excesses in expenditure were: Interest, 2 crores; military, 2 crores 75 lakhs, due to extended scale of operations in Waziristan; loss on exchange in non-commercial departments, owing to budgeted rate of 1s. 8d- not being realised, 5 crores 75 lakhs.

Revenue and Expenditure, 1922-23.—Finance member explained that the Budget was based on hopes of some revival in trade as result of a favourable monsoon and winter rains, and the possibility of a larger demand for Indian goods from the outside world. Total estimated expenditure, 142 crores 25 lakhs, against revenue 110 crores 50 lakhs on the existing basis of taxation. Revenue includes provincial contributions of 9 crores 20 lakhs. Exchange is assumed at 1s. 4d. per rupee for the purpose of the estimates. The present outlook of foreign trade will not justify a higher rate. Military expenditure is assumed as stationary at 62 crores 18 lakhs, an expected decrease in Waziristan and demobilisation charges being set off by increased prices of provisions and stores. All expenditure has been rigorously restricted to imperatively necessary or immediately remunerative purposes.

The only Solution.

The Finance Member, turning to the problem of how to meet the deficit, examined in detail three possible courses of action at the present juncture: (i) Leaving the deficit uncovered, which was impracticable, as the deficit was not due to transient causes, and, morever, a certain loss of revenue loomed before them in gradual extinction of provincial contributions. During the past four years expenditure had exceeded revenue by 90 crores, and was impossible to continue living on credit. Increasing the floating debt might create grave monetary stringency. Relying on sterling and Rupee loans was impracticable, as these were fully required for financing existing capital liabilities and productive railway expenditure. The inevitable result of leaving the greater part of the deficit uncovered would be large issues of unbacked currency notes, with serious effects on prices and India's credit, (ii) second expedient to be considered was reduction of expenditure. The Retrenchment Committee, about which an early announcement was promised, will consider this carefully but the maximum effect of this on finances could be but small. There was no possibility of further transferring expenditure from revenue to capital, as was, often suggested. There was practically no provision for new civil public works expenditure in the estimates, and capital expenditure on railways, Delhi and telegrrphs was already met from loan funds, (iii) The only possible solution was, therefore, the third alternative of increasing revenue by additional taxation and ensuring that commercial departments did not work at a loss.

The Finance Member proposed, with the latter object, the enhancement, by approximately one-quarter, of railway passenger fares; estimated to yield 6 crores, and an increase of the minimum postage on inland letters and postcards to one anna and half-anna respectively, estimated to yield I crore 60 lakhs.

Many Tax Increases

The Finance Member further submitted the following proposals for additional taxation :—

(A) Customs.—Estimated additional yield, 14 crores 90 lakhs.

(1) Increase of general ad valorem duty from 11 per cent. to 15 per cent, the cotton Excise duty being at the same time correspondingly increased from 3½ per cent, to 7½ per cent., with the object of taxing consumption of cotton goods in the present emergency, and not for the purpose of counterbalancing the increase in the import duty.

(2) Increase of duty on sugar from 15 per cent. to 25 per cent.

(3) Imposition of a 5 per cent. duty on imported yarn.

(4) Increase of duty on machinery, iron, steel, and railway material from 2½ per cent. to 10 per cent.

(5) Increase of duty by approximately 20 per cent. on alcoholic liquors, excepting wines.

(6) Increase of duty on matches from 12 annas to Rs. 1½ per gross of boxes.

(7) Increase of duty on imported petroleum from 1½ annas to 2½ annas per gallon, with an Excise duty on Indian-produced kerosene of 1 anna per gallon.

(8) Increase of duty on luxury articles from 20 per cent. to 30 per cent.

(B) Salt.—The duty to be increased from Rs. 1¼ to Rs. 2½ per maund, estimated to yield 4 crores 30 lakhs.

(C) Income-tax and Super Tax.—Increase in the rates of income-tax on annual incomes exceeding Rs. 30,000 leading to new maximum of 18 pies in the rupee, and increases in the rates of super tax on incomes over 4 lakhs bringing maximum to 6 annas in the rupee on portion of income over 5½ lakhs. Estimated yield 2 crores 25 lakhs.

The additional taxation proposed above, including receipts from increased railway and postal charges, is estimated to provide 29 crores extra revenue, leaving an uncovered deficit of Rs. 2¾ crores, approximately.

Remittances of Funds.

Ways and means, 1921-22.—Total liabilities, 90 crores (of which half was represented by Central and Provincial deficits), met chiefly by rupee loan 49 crores, sterling loan 15 crores, and miscellaneous receipts 23 crores. Treasury Bills with public had incresed by Rs. 2¾ crores.

Ways and means, 1922-23.—Total liabilities, 58 crores, including 30 crores for railway capital and 3½ crores on other capital outlay, 10 crores for Provincial drawings and loans, 8 crores for discharge of debt, and 4 crores to reduce Treasury Bills. Liabilities are mainly to be met by borrowings. Rupee loan 25 crores and sterling loan 17½ crores (including 2 crores approximately out of last loan).

Secretary of State for India will require remittances of funds from India of £ 18,000,000 which could be effected by transfer of sterling reserves to India, or by sale of Council drafts. The former involved cancellation of notes in India, and too rapid deflation might lead to dangerously acute monetary stringency. Hence they might have to sell Council bills in addition, though no provision was made for this in the Budget. The Finance Member touched on the difficulties of Provincial

Governments, several of which had already exhausted their balances, but the position of the Central Government rendered immediate reduction of provincial contributions impossible. Financial officers of Local Governments will be, however, invited to a conference to discuss the position.

Concluding, the Finance Member emphasised the fact that India's troubles were due to world causes, and the accepted solution everywhere for such difficulties was deliberately to make revenue meet expenditure at any cost. India's high financial credit can be maintained in no other way.

UNITED PROVINCES BUDGET

Deficit of Rs. 10,220,000

The Hon, Sir Ludovic Porter, in introducing the budget for next year, stated that the revenue was worse than the budget figures by Rs. 5,170,000, while the expenditure charged against revenue had risen by Rs 5,050,000, so that the deficit on the year's working amounted to Rs. 10,200,000.

Things, however, were not quite so bad as they looked for the discount on loan although under the audit rules they had to exhibit it as a charge against revenue was really a reduction from capital that amounted to Rs. 2,900,000 so that the real deficit on the year's working was Rs. 7,300,000. They had absorbed the closing balance, amounting to 68 lakhs.

Of the total decrease of Rs. 5,170,000 in revenue, not less than Rs. 5,090,000, was under excise. Among the causes were rise in duty and the effects of non-co-operation. Of other decreases, the most impoatant were under forests Rs. 562,000 and stamps, Rs. 325,000. The loss under the forests was entireiy due to destructive fires during the summer of 1921. maily due to incendiarism, stimulated by the efforts of revolutionaries and the decrease in stamps was of course, due to the slump in trade.

SALESMANSHIP

Firmness.

Don't be timid when you are telling your customer the price of an article or job. A half-hearted, apologetic, doubtful or timid sort of an air makes the cnstomer think that the article is not worth what you are asking, and causes the customer to be doubtful whether to buy it or not. A firm, brisk, convincing answer, although with a pleasing manner, gives the impression that the price is there fixed, and the article is full worth its price. If the cause of the increase in price is asked, then it is time enough to start to explain how it is that the goods now cost more and the reasons that the prices have gone up.

If a man cannot get a reasonable price for his goods there is no use selling them: but the possibility of his getting such a price is largely due to his own attitude. Name your price clearly and quickly, without excuses, and nine times out of ten your customer will be convinced that you are only getting an honest profit, and will not bother about going elsewhere for his needs. Try it, and see if it doesn't prove itself.

Talent and Tenacity spell Success for Salesmen.

You have only to look around to recognise that the world is full of men of talent who are dismal failures, which brings us to a realisation of the fact that talent alone will never bring success. Talent plus study plus persistence, plus honesty—these are the things which mean real progress. It is the tenacity with which talent is applied that counts. Think of doing the thing the other fellow does not consider worth doing. Get out of the rut. Make it a point to change your set of daily-used phrases every week—just the study and work and talent displayed on this one item will make you a bigger, better, more interesting, and more valuable salesman.

Self Interest—A Very Human Trait.

Lord Milner maintains that self-interest is the highest human motive—an assertion which is debatable, inasmuch as it may be the greatest, but certainly not the highest, motive which actuates our doings in our daily life. To cater for the self-interest that is in all of us is sound salesmanship; it does not imply flattery, but is just a sensible recognition of a very human trait. Put yourself in the customer's place when trying to effect a sale; pretend you are he. See things from his side of the question for a few moments; view them from his angle; think with his mind; consider his likes and dislikes—therein is the success of all argument, of all debate, of all progressive salesmanship. What does he as a prospective purchaser want to know? What is there in the transaction or the merchandise that is likely to interest *him*? Not why *you* are enthusiastic about it. What advantage is *he* to derive from buying? Not what are *your* capacities for supplying him. Why it is for *his* welfare to pay cash. Not why *you* need the money. And in the long run you will best serve your own interests by closely studying the interests of the customer.

Banish the "I" and bring in the "You."

Somebody called "I" the persistent pronoun, and in business its persistent use is calculated to do a lot of damage to the user. The too constant use of "I" will weaken your message, and in very truth the only really popular sentence with "I" in it reads, "I enclose cheque."

Seriously, we have all to be careful of this "I" proposition, because it is dangerous. Switch around the order of things; see how many times "you" can be mentioned instead of "I." "You" is the fellow we want to please or convince. "You" should be the whole show in any selling plan. So "you" is the big objective, "you" is the goal. And that is as it should be if we expect to get results.

True, the use of "I" is but a human tendency—a habit we all have; but let us not make of it a human weakness. Rarely is the resultful salesman found to be full of "I's." "You" is the all-important consideration, for without "you" there would be no salesman required.

"Don'ts for" Shop Salesman.

Don't allow customers to wait near you without being spoken to, no matter how busy you are.

Don't worry about the other fellow's job—improve your own.

Don't accept goods for return that have been damaged or abused.

Don't give a customer a misfit, even though it's the customer's own choice; talk him out of it.

Don't envy the fellow ahead of you—there's plenty of room at the top,

Don't mind showing everything the customer wants to see—it's well worth while in the long run.

Don't be familiar—it's not good manners neither is it good business.

Don't use slang—it goes down all right with a crowd having a good time, but is out of place in the shop.

Don't fail to make your customers feel at home; they're guests that show a profit.

Don't exaggerate to make a sale—it will land you in difficulties.

Emphasise Value—Maintain an Unalterable Standard

That price reductions mean nothing unless coupled with goods of assured integrity should be the keynote of your policy. Reductions in price to meet abnormal trading conditions have been widely advertised, and only too often the purchasers have found that sensational price declines have easily been made possible by a corsesponding reduction in quality. Assure your customers that your quality standards are inflexible, and that, in meeting lower-price levels with reliable merchandising, you deserve their confidence and support even more than during periods when prices are stable. Consistant publication and announcement of this policy cannot fail to result in an upward swing of the sales pendulum throughout the year.

Sale Now On. But is it Genuine?

The sale season is the time when a plethora of adjectives flood the market, and the shopping public (in the minds of some traders) are bewildered and astonished at the philanthropy displayed in marking down stocks to half their usual price. Exaggerated statements relative to the magnitude of the reductions meet one at every turn. That such statments cannot be productive of permanent or even temporary good does not apparently occur to the perpetrators; but a few moments reflection should serve to demonstrate the futility of trading methods of this nature. In the main the shopping public are highly intelligent, and exercise considerable discrimination before making a purchase. These exaggerated sale announcements mean one of two things—either that the trader is wilfully endeavouring to beguile the public, or that his normal profit is so large that he can afford to sell at half-price and still make a profit. Whichever viewpoint is seized upon, it will be apparent that actual harm instead of good must accrue to the trader. True every sale sees the bargain-hunter in search of what she can find, but in most instances she is on the spot from habit, and not because she has any serious belief in the plausible pronouncements of super-sale bargains. And, indeed, it only needs a careful study of the methods employed by the shoe stores that are in the forefront to-day to realise that they have progressed through temperately-worded announcements that carry the conviction of genuine reductions and not through highly-sensational but unconvincing propaganda.

(*Australian Leather Journal*)

YOUR HOROSCOPE.

LIFE-READING—For one year in monthly details Rs. 2. General whole Life-Reading, Rs. 5. Whole Life-Reading in detail, Rs. 8. Information required—Date of birth and time (year, month, day and hour of birth), or copy of Horoscope. Testimonials from all quarters.

B. R. Sreenivasaiya,
Krishnavilasa Agrahar, MYSORE.

The United India Life Assurance Co, Ltd.,

HEAD OFFICE :—MADRAS. ESTABLISHED, 1906.

CHAIRMAN :

DEWAN BAHADUR K. KRISHNASWAMI RAO, C. I. E.

Latest BONUS declared : Rs. 37½ per Thousand per Quinquennium

Reviewing on 25th June, 1920 this Company's report for 1919, the **INSURANCE OBSERVER (London),** the leading Insurance Journal in England says :

" The report was of a very satisfactory character, denoting encouraging progress, as well as showing the state of the Company's affairs in a very favourable light. * * * There is ample scope for the United India Life Office to extend its sphere of operation. It is, in fact, the only South Indian Life Office, and its outlook is exceedingly promising. Conducted on Sound British Life Assurance methods, it has deservedly won the confidence and respect of the general community amongst which it operates, for its financial strength is beyond dispute.

For Terms etc., Apply to :

K. S. GOPALAYYA, Manager.

India Equitable Insurance Company, Ltd.

Head Office : 1, LAL BAZAAR STREET, CALCUTTA.

UNDOUBTEDLY

The Best Life Insurance Company

OF ABOUT ITS AGE.

The last reversionary bonus declared to its Policy-holders rises to Rs. 15 per annum for each Rs. 1000 assured

Apply for Special or Chief Agencies

to DR. A. LAKSHMI PATHI, B.A., M.B., & C.M.,

Managing Director, Madras Branch.

144, High Road, Triplicane, MADRAS.

Andhra Ayurvedic Pharmacy Ltd.,

Post Box 369, Mount Road, Madras.

THE PREMIER HOUSE FOR ALL GENUINE AYURVEDIC REMEDIES.

***Apply for* a free copy of Descriptive Catalogue in English, Telugu or Tamil.**

" COMMERCE & INDUSTRIES "

REVIEW.

" Commerce and Industries " is an English fortnightly business review published in Madras.

The aim and object is to make India self-supporting and to develop the resources of India, and to utilize the raw materials for the benefit of India.

It records concisely the chief events of the world with special reference to India ; and may be used with advantage as an advertising medium.

(Fair-Play.)

Cable Address : " ADVERTISER " **Codes used : A.B.C. 5th Ed., & BENTLEY'S.**

NARASIMHAM & CO., LTD.

Publishers, Advertisers and Merchants.

307, Linghi Chetty, Street, MADRAS, E.

MATCH INDUSTRY.

For all Technical Consultations in connection with Match Manufacturing please communicate with the undermentioned Match Expert having 15 years experience of Match Industry of Sweden, Japan, Germany, France, England, India and Burma.

Mr. A. P. GHOSE, M.S.C.I., (Lond)
Post Box No. 868, CALCUTTA.

Sell your goods everywhere by advertising in the **Advertiser** with enormous monthly circulation. Rates Rupee one for 24 words, page Rs. 9 ; half Rs. 5, Quarter Rs. 3 per months. Annual subscription Six annas only.

JAIDEVA BROS., BARODA.

The Tropical Agriculturist

Journal of the Cefilon Agrigultural Society. Contains valuable information concornink Agriculture and allied Industries

PUBLISHERS :

H. W. Cave & Co., Colombo, Ceylon

SIGNATURE STAMP and rubber stamps of all types made. Signature stamp in English Rs. 4. Ordinary stamps from as. 12 to Rs. 5 Orders with advance to Mahendrapratap Co., Karelibagh.

BARODA.

WANTED.

Canvassing Agents in all principal towns and cities throughout the world on liberal terms. Apply, enclosing references, to "Agency " care of " Commerce and Industries." No. 307, Linghi Chetty St., Madras, E. India.

IF YOU VALUE YOUR SKIN

HAIR USE ONLY

" Hanuman Borax Soap "

PUREST THEREFORE BEST

Sold Everywhere

Messrs.

S. Runganathum Chetty & Bro.,

MADRAS.

" POCKET PRESS "

In Railway or steamer wherever you are at home or abread you can print yourself cards, covers, letters. Bills, Visiting card etc. in no time price Rs. 6 only write,

NATIONAL TYPISTS & COMMERCIAL TUTORS.

Baroda.

WANTED

Purchasers of writing, glazed and Rough Papers of different sizes and weights. New stock just arrived.

SIMHAM & CO., ***Paper Merchants,***

69, Malayaperumal Street, MADRAS.

KARMAT OIL.

It has been actually proved by experienee to be a wonderful remedy for deafness and all ear troubles. It removes the weakness of the ear-films and rattling sound that is heard from outside.

Price Per Phial	Rs. 1-4-0;
with dropper	Rs. 1-8-0.

Apply mentioning this paper to

BALLABHA & CO.,
Pilibhit, U. P.

FOR SALE

	Rs.	A.
Practical Principles of Efficiency By H. N. Pherwani	5	0
Salt and Salt Industry (Pitman's)	2	12
Jute Industry (Pitman's)	2	12
Sulphur and Allied products (Pitman's)	2	12
Wine and the wine trade (Pitman's)	2	12

NARASIMHAM & Co., Ltd.,
307, Linghi Chetty Street, Madras.